The Coca-Cola System
U.S. Economic & Community Impact

THE Coca-Cola COMPANY

METHODOLOGY

The study estimates the 2025 U.S. economic and community impact of The Coca-Cola Company (TCCC) and independent franchise bottlers, collectively referred to as the Coca-Cola system, using a Multi-Regional Input-Output model that traces how consumer spending on TCCC beverage products moves through the economy.

It measures both economic value added and employment supported, capturing the impacts of direct operations, upstream suppliers, downstream distributors and retailers, suppliers' suppliers, and the re-spending of wages in the value chain.

The analysis is based on primary data from TCCC and bottlers representing territories across the U.S., and is supplemented with macroeconomic data from IMPLAN, the Bureau of Economic Analysis, and the Bureau of Labor Statistics.

The Social Accounting Matrix (SAM) is the heart of the input-output methodology. A SAM captures all sector inter-linkages in a district economy to estimate total economic output relating to the Coca-Cola system. In the modeling algorithm, system procurement spending, trade margins, and direct salaries paid serve as initial injections to the SAM, which then traces how that spending generates demand that results in additional output within and across district economies.

Results are modeled across all 50 states, Washington, D.C., Puerto Rico, 435 congressional districts, and select city regions using a SAM and inter-district trade flow data. For the non-participating bottlers, activity was extrapolated at the state level based on volume data and allocated to congressional districts using bottler headquarters locations.

Key assumptions include using state-level retail trade margins to estimate downstream activity, public tax rates to estimate sales taxes, zip-code salary data to map wages to districts, and public company information to estimate system-wide profits.

Community investment from TCCC, The Coca-Cola Foundation, the Coca-Cola Scholars Foundation, and local bottling partners reflect direct charitable contributions.

U.S. investment data was also collected to provide additional context on system activity; it should be understood as a point-in-time estimate rather than a financial forecast.

What's included in the study: All 50 U.S. states, Washington, D.C., and Puerto Rico

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